A&P SOUTH
INDUSTRY SHARE OF MARKET
6/1/94 THROUGH 12/30/94

(37 STORES)

COMPANY	S.O.M
RJR	16.13% (-8.87%)
PM	55.87%
LOR	13.21%
L&M	1.43%
BAT	13.33%

TOTAL CARTON SALES DURING PERIOD:	- 319,443
RJR CARTON SALES DURING PERIOD:	- 51,533
RJR AREA SUPERMARKET SHARE OF MARKET:	- 25.0%
RJR LOSS CARTON SALES DURING PERIOD:	- 28,334

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Source: https://www.industrydocuments.ucsf.edu/docs/lsky0000

A&P NORTH
INDUSTRY SHARE OF MARKET
6/1/94 THROUGH 12/30/95

(57 STORES)

COMPANY	S.O.M
RJR	14.85% (-10.14%)
PM	57.09%
LOR	13.26%
L&M	1.66%
B.A.T	13.11%

TOTAL CARTON SALES DURING PERIOD: - 476,730

RJR CARTON SALES DURING PERIOD: - 70,827

RJR AREA SUPERMARKET SHARE OF MARKET: - 25.0%

RJR LOSS CARTON SALES DURING PERIOD - 48,340

GRAND TOTAL LOSS CARTON SALES DURING PERIOD - 76,674

RJR LOSS CARTON SALES IS A DIRECT RESULT OF NON-EXISTENT RJR MERCHANDISING PLATFORMS IN A&P STORES, I.E.; NO RJR CONSUMER PROMOTIONS VS. OTHER RETAIL OUTLETS.

RJR HAS THE SECOND HIGHEST S.O.M IN SUPERMARKETS IN THE TRADING AREA AND IN THE LEAST DESIRABLE POSITION IN A&P METRO STORES.

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